



June 27, 2014

To: Executive Board

Subject: **Request to Issue RFP – Bus Book Printing**

Recommendation

Authorize the Executive Director to issue a Request for Proposals (RFP) No. 14-043 for the design, production, and printing of Bus Books.

Analysis

Foothill Transit's Bus Book is a schedule and information guide that includes bus schedules, fare tables, route maps, and other information useful to our customers. This information is presented in both English, Spanish, and Chinese. The contractor will be tasked with ensuring that all items involved in the design and production of the Bus Book are performed thoroughly, accurately and in a timely manner.

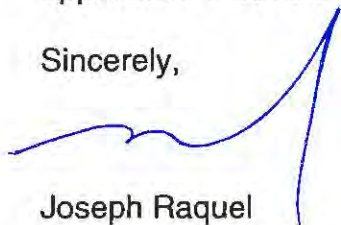
At each service change, roughly every six months, Foothill Transit through its contract with a design and printing firm, prepares approximately 45,000 bus books. The Bus Books are distributed widely throughout the Foothill Transit service area. The Bus Books are made available to customers free of charge for the first three weeks of a service change, then they are available for sale at the price of \$1 at the Transt Stores. During the complimentary period, the books are available to customers onboard all Foothill Transit buses. Customers also have the option to create a free personalized Bus Book online at www.foothilltransit.org.

Transit Information Products is Foothill Transit's current Bus Book production contractor and they have successfully designed, produced and printed the Foothill Transit Bus Book since 2007. The proposed procurement would be for a three-year term with two one-year options to be exercised at Foothill Transit's sole discretion. The performance dates of the contract are slated to coincide with Foothill Transit's fiscal year.

Budget Impact

Funding for the design, production and printing of Bus Books is included in the approved FY 2015 budget.

Sincerely,



Joseph Raquel
Director of Planning



Doran J. Barnes
Executive Director